

PHILIP MORRIS MANAGEMENT CORP.

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Please see below

FROM: Fredric S. Newman *FSN*

SUBJECT: Ingredients

DATE: April 19, 1989

(F)

Here is a revised public relations strategy reflecting the suggestions of the major manufacturers including PM USA.

The plan is flexible and attempts to anticipate various scenarios. The overall concept, however, is for the industry to provide a single response through Covington & Burling to the extent practicable.

Mary Taylor and I will be addressing the remaining issues of the plan's implementation.

tb

attachment

cc: M. A. Taylor (w/att.)
J. L. Charles (w/out att.)
J. D. Gilbert (w/att.)

Distribution:

R. W. Murray
F. E. Resnik
E. Houminer
J. A. Kochevar
G. L. Smith
M. H. Bring
D. I. Greenberg
C. von Maerestetten (w/att.)

RECEIVED

APR 19 1989

R. W. MURRAY

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